

Craig Dewey practices introducing songs during a break in a broadcast.

--Photo by Shannon Hart



RADIO MATTERS

KAUR

KAUR, Augustana College radio, has always taken pride in providing an alternative to the industry standard. One might find oneself habitually and hypnotically listening to overpowered radio-waves that are over-funded by advertising. KAUR has never run any advertisements and has never received funding. As a consequence, the station broadcasts in a limited area- about 17 miles radius.

Charles Carlson, General Manager of KAUR, defended the quality of the station because of scrutiny from listeners concerning the absence of Top 40 Hits.

"KAUR provides an alternative otherwise not available in Sioux Falls," said Carlson. KAUR has moved beyond the limits of TOP 40 and repetitive "Hard Rock" stations.

KAUR maintained a paid staff (work-study) of nine in 2002 - 2003, while over 50 DJ's volunteered to command time slots with shows. Those shows ranged from Sioux Falls' longest running show, "Virgin Vinyl," to "Just Jazz," to themes like Rap/Hip Hop, Latino, Christian, and Electric music.

KAUR Music Director, Craig Dewey, believed that "the purpose of college radio is to find out about different kinds of music and creativity that isn't a part of most stations." College radio has long provided a foundation on which larger stations build. "Smashing Pumpkins started on college radio," Dewey said. Indeed, if it were not for college radio stations like KAUR, many now famous bands may have gone unnoticed.

If KAUR has a tone that rings true, it could be argued that it is one of diversity in music, commitment, and persistence. For 30 years now, KAUR has provided Augustana and Sioux Falls with a quality of music not often found in the sounds of a city.

--Story by Adam Overland



KAUR FM 89

Row 1: Thomas Schwartz, Andy Rhode, Craig Dewey, Charles Carlson, Jeff Misialek.
Row 2: Emilie Hoffman, Lauren Schrag, Christy Lennon, John Kroska.



The Mirror

Row 1: Peter Scholtz, Mike Goodwin, Marcella Prokop, Hayley Humpal, Jessica Matson.
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